

ORDER



Orders
Order / Rev: 82138
Alt Order #:
Product Desc: General Election, Stevens G12 Oct11
Estimate: 54
Flight Dates: 10/08/12 - 10/24/12
Original Date / Rev: 10/10/12 / 10/10/12
Order Type: GENERAL

WDRB

Primary AE: Marti Hazel
Sales Office: LOCAL
Sales Region: LOC

Agency Name: Mark it Red LLC
Buying Contact: Chris Hons
Billing Contact:
 PO Box 217
 Zionsville, IN 46077

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Friends of Justin Stevens
Demographic: A35+
Product Codes: PL Candidate
Priority: P-4
Revenue Codes: AGY, POL, CAND

New Business Thru:
Order Separation: 00:30:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/24/12	46	\$16,650.00	\$14,152.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	46	\$16,650.00	\$14,152.50	147.50
Totals	46	\$16,650.00	\$14,152.50	147.50

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Marti Hazel			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WDRB	10/08/12	10/24/12	M-F 7a-9a News WDRB in Morning	CM	M-F 7a-9a News	MTWTF--	:30	5	\$325.00	P-3	3.30	NM	10	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	---TF--		2				\$325.00		3.30			
		Week: 10/15/12	10/21/12	MTWTF--		5				\$325.00		3.30			
		Week: 10/22/12	10/28/12	MTW----		3				\$325.00		3.30			
N 2	WDRB	10/08/12	10/24/12	M-F 1130a-12p NEWS WDRB News @ 1130a	CM	M-F 1130a-12p	MTWTF--	:30	5	\$150.00	P-3	1.70	NM	10	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	---TF--		2				\$150.00		1.70			
		Week: 10/15/12	10/21/12	MTWTF--		5				\$150.00		1.70			
		Week: 10/22/12	10/28/12	MTW----		3				\$150.00		1.70			
N 3	WDRB	10/08/12	10/24/12	M-F 4p-430p NEWS WDRB News @ 4p	CM	M-F 4p-430p	MTWTF--	:30	5	\$350.00	P-3	3.10	NM	9	\$3,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	---TF--		2				\$350.00		3.10			
		Week: 10/15/12	10/21/12	MTWTF--		5				\$350.00		3.10			
		Week: 10/22/12	10/28/12	-TW----		2				\$350.00		3.10			
N 4	WDRB	10/08/12	10/24/12	M-F 430p-5p NEWS WDRB News @ 430p	CM	M-F 430p-5p	MTWTF--	:30	5	\$350.00	P-3	3.20	NM	9	\$3,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	---TF--		2				\$350.00		3.20			
		Week: 10/15/12	10/21/12	MTWTF--		5				\$350.00		3.20			
		Week: 10/22/12	10/28/12	-TW----		2				\$350.00		3.20			
N 5	WDRB	10/08/12	10/24/12	M-F News 10p-11p	CM	M-F News 10p-11p	MTWTF--	:30	4	\$700.00	P-3	5.10	NM	8	\$5,600.00

WDRB

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 10p-11p NEWS											
				M-F News 10p-11p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	- - - TF - -		2				\$700.00		5.10			
		Week: 10/15/12	10/21/12	MTWT - - -		4				\$700.00		5.10			
		Week: 10/22/12	10/28/12	- TW - - -		2				\$700.00		5.10			
													Totals	46	\$16,650.00